

Methods to Explore the Customer Perspective

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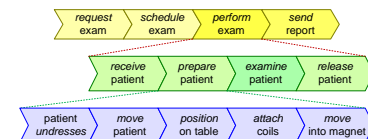
Abstract

This presentation provides a set of techniques to explore the customer perspective. The main purpose is for an organization to understand its customer sufficiently. Architects need this level of understanding to guide specification and design.

Distribution

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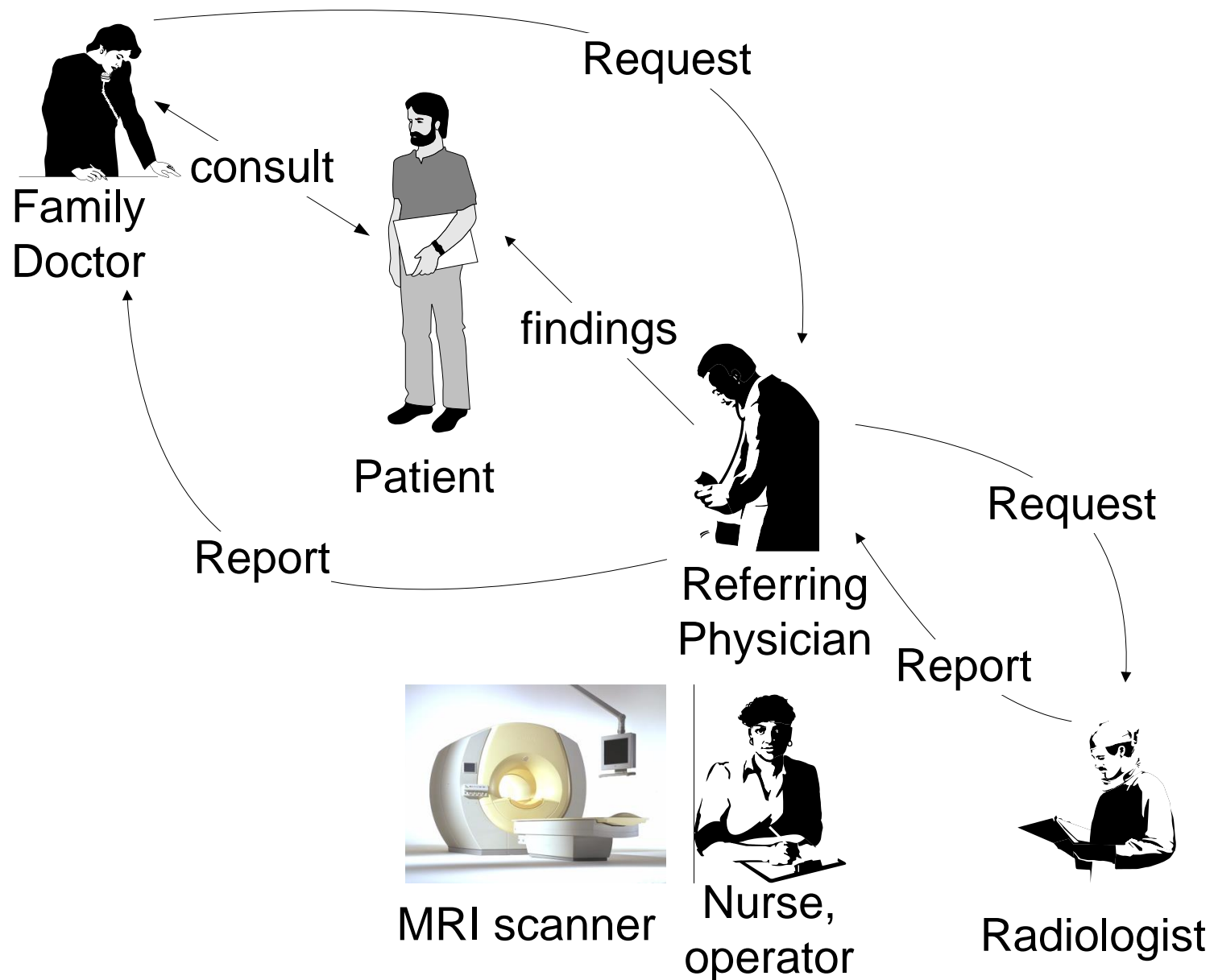
Overview of methods

what	story telling, scenario	http://www.gaudisite.nl/info/StoryHowTo.info.html
who	stakeholders and concerns	<i>humans</i> <i>organizations</i> autonomous behavior emotions
how	system context diagram workflow	<i>human-made artifacts</i>
when	timeline	from seconds to years
where	map	from nanometers to kilometers
why	customer key driver graph productivity model	http://www.gaudisite.nl/info/KeyDriversHowTo.info.html
financial	cost of ownership model money flow	

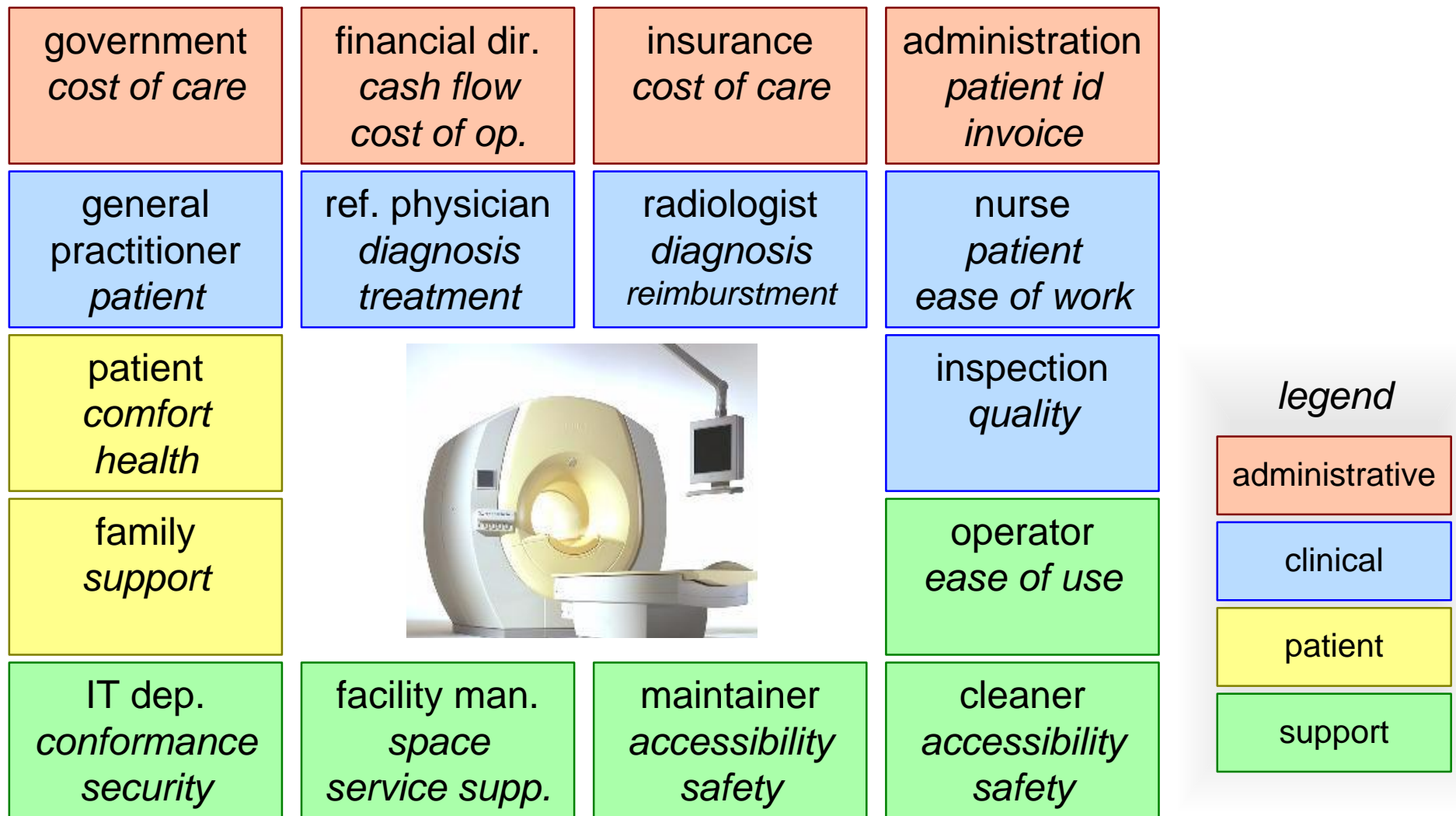
Scenario: Patient George

- Patient George has continuous headache.
- His family doctor has send him to the Neurologist.
- The Neurologist wants to exclude the possibility of a tumor and requests an MRI examination.
- The Radiologists does not see any indication for a tumor.
- The Radiologist sends his report to the Neurologist.
- The Neurologist discusses his findings with the patient and sends a report to the family doctor.

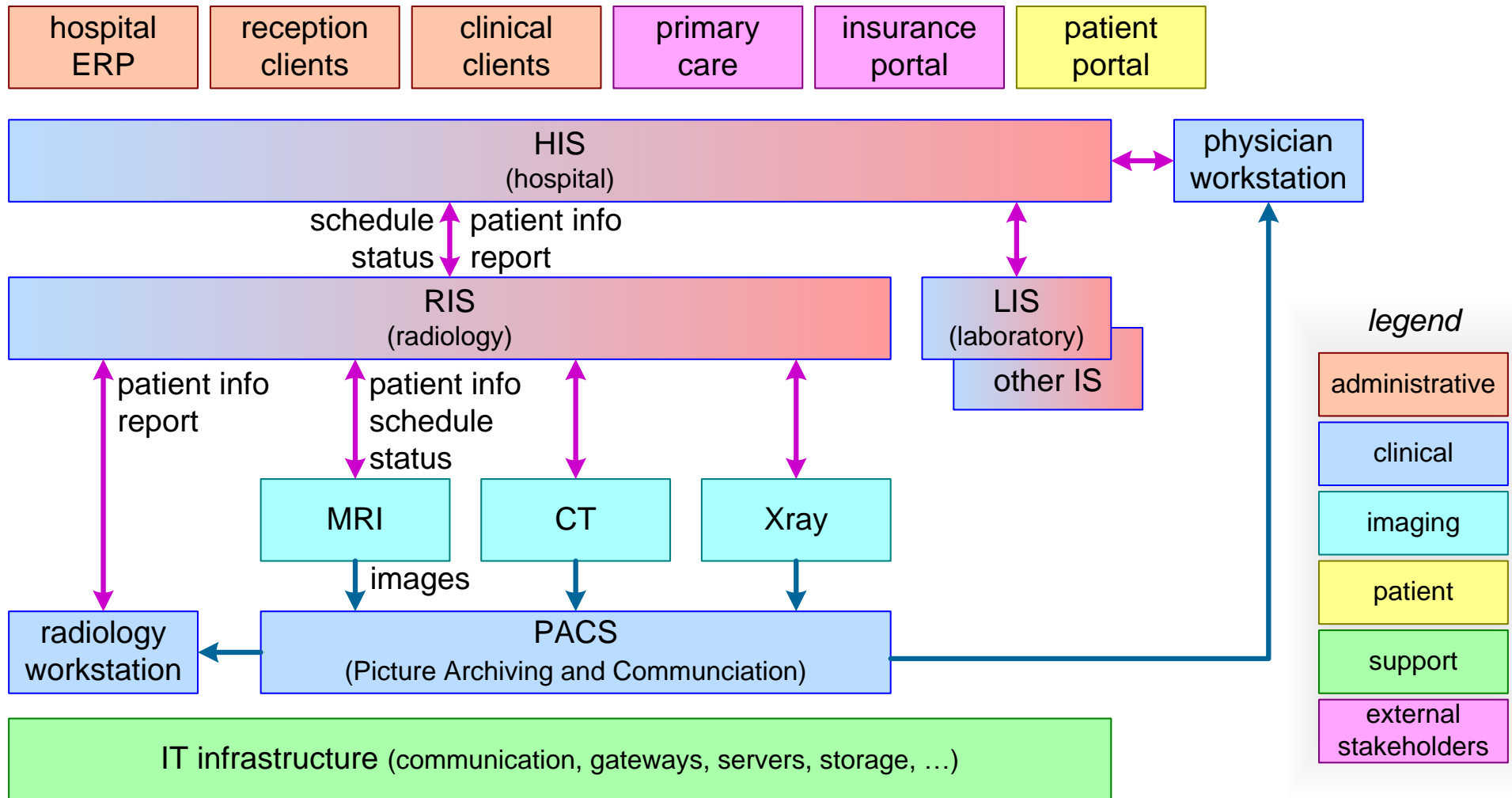
From Complaint to Diagnosis



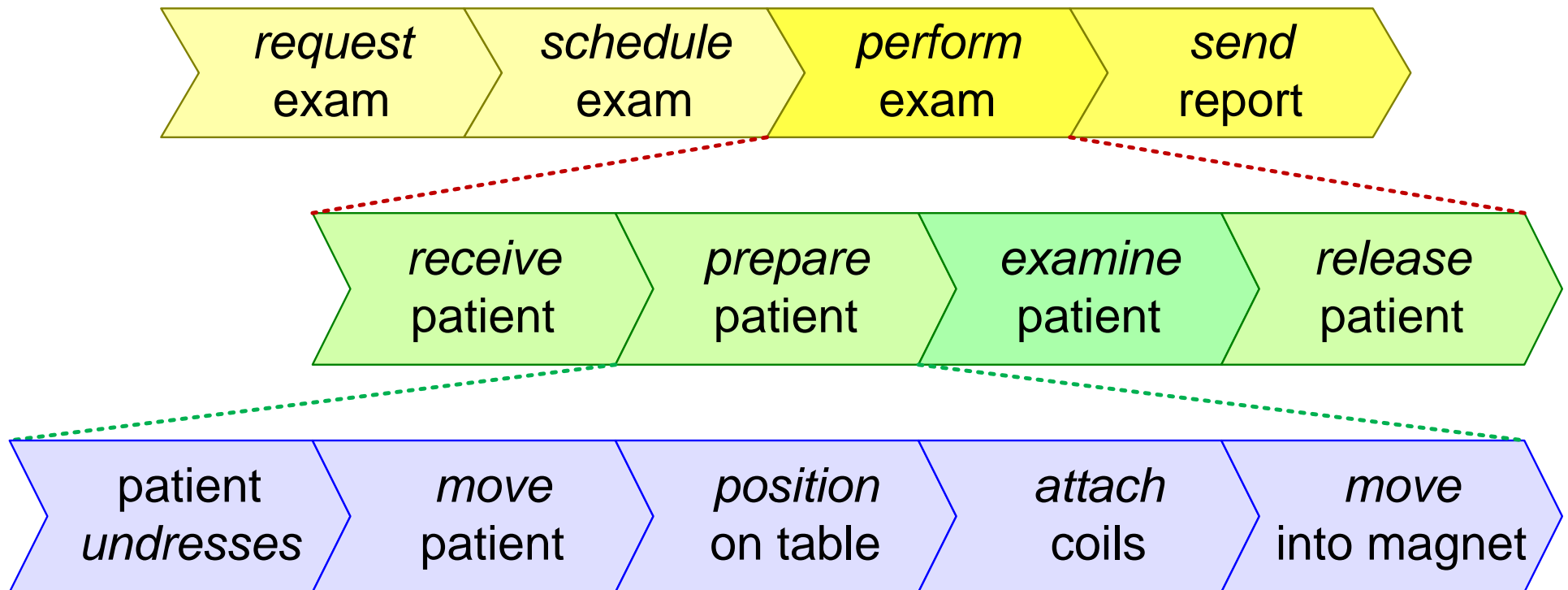
Stakeholders and concerns MRI scanner



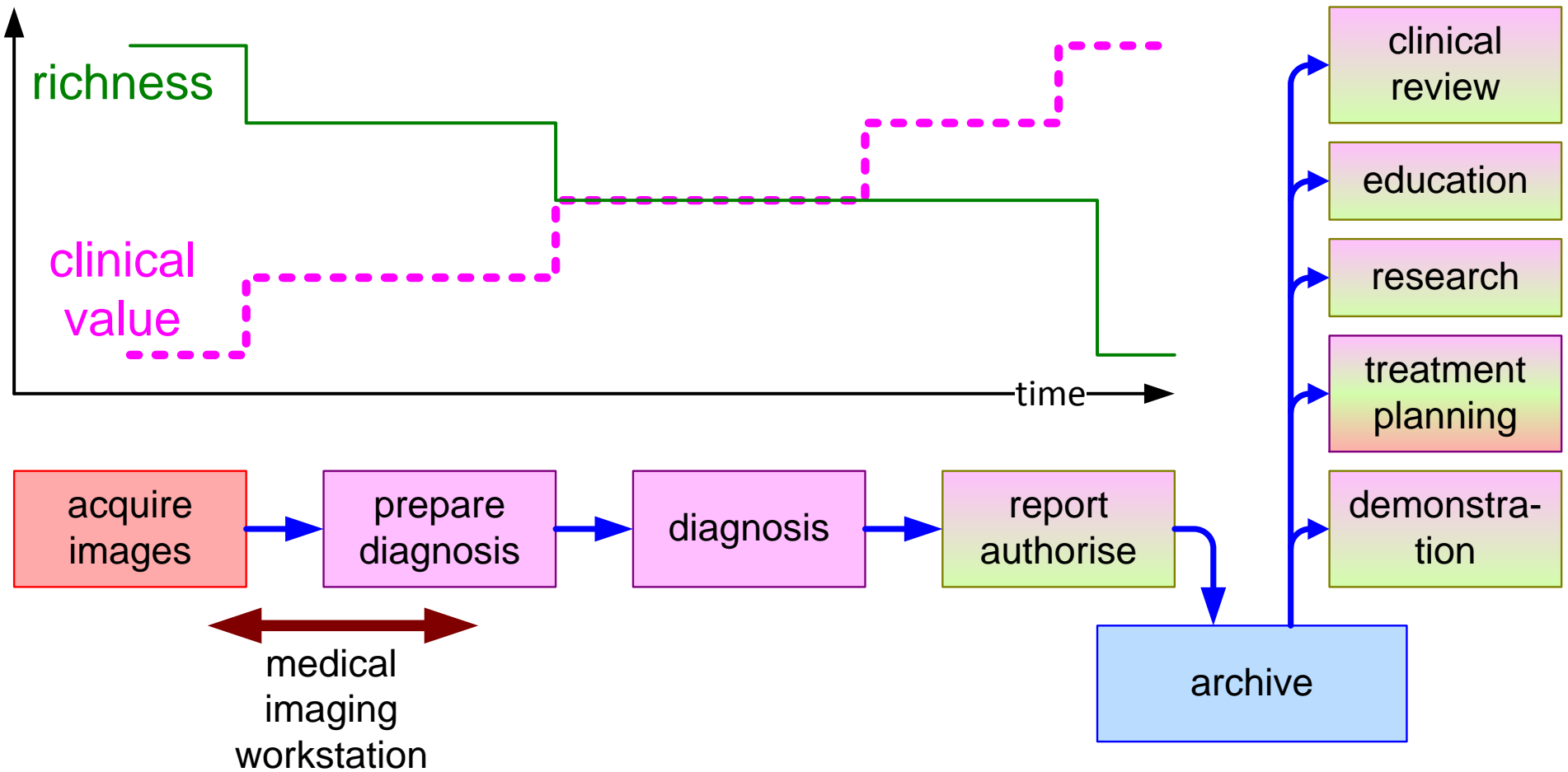
Context of MRI



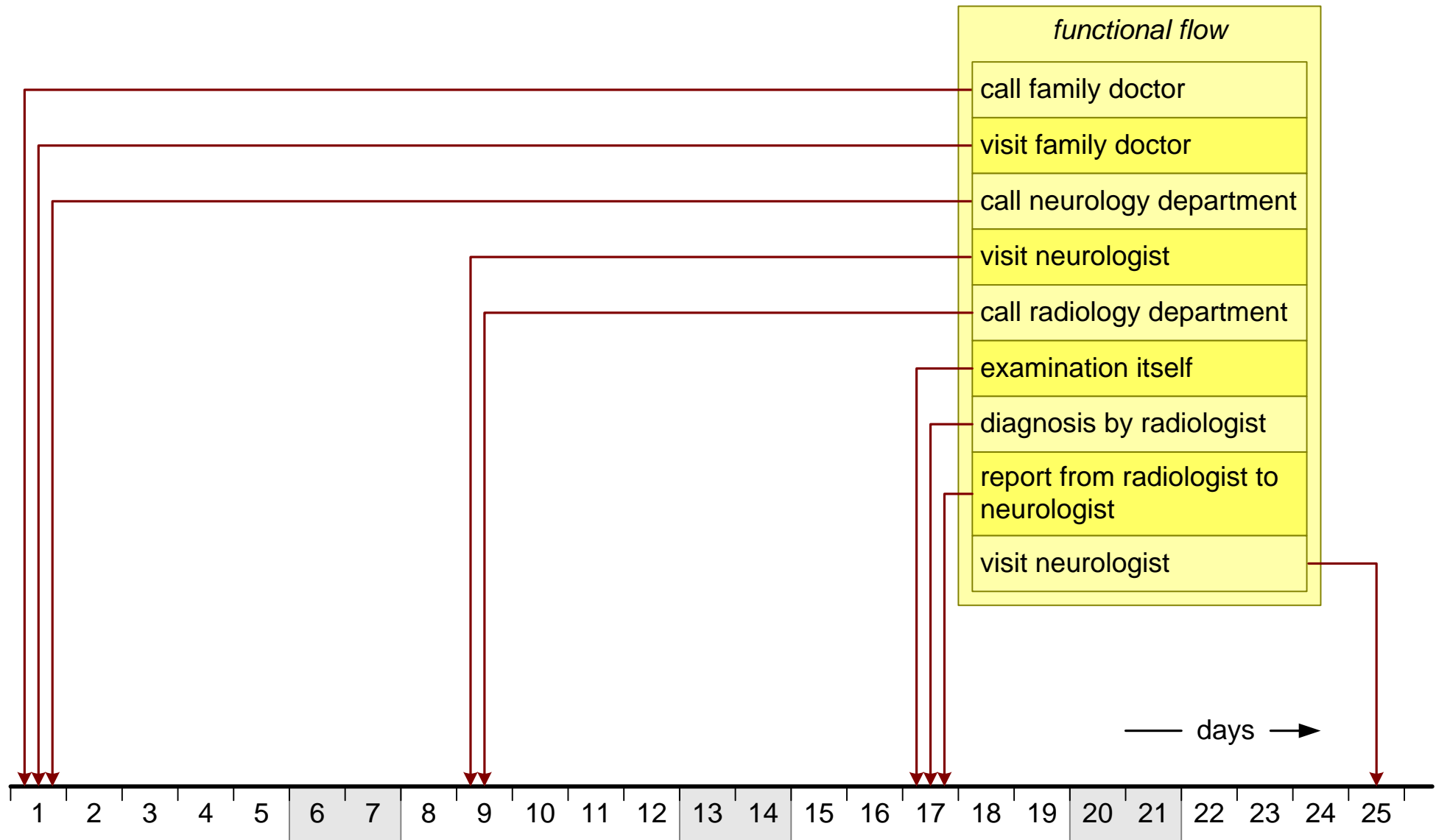
Workflow



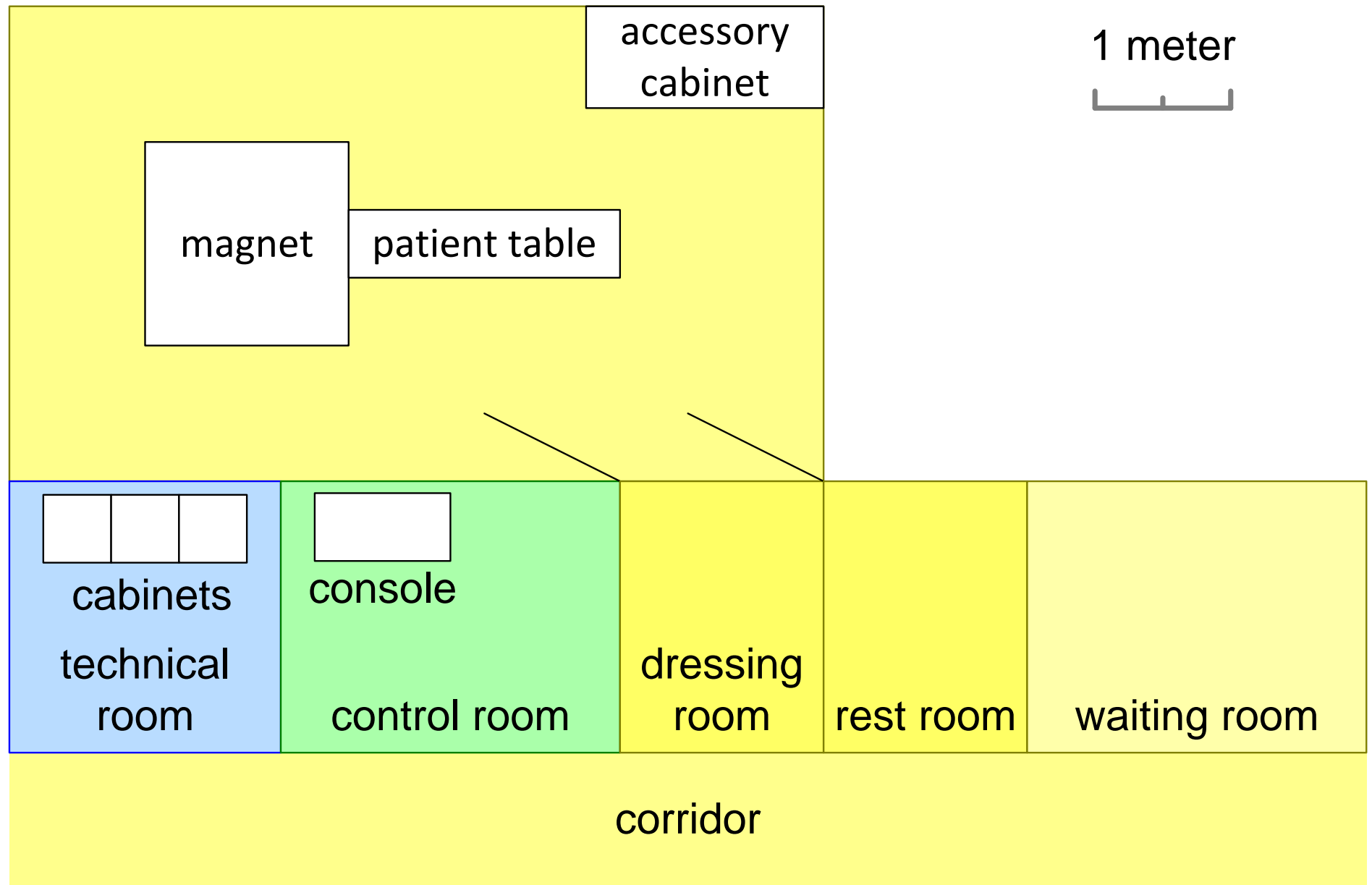
Clinical Information Flow



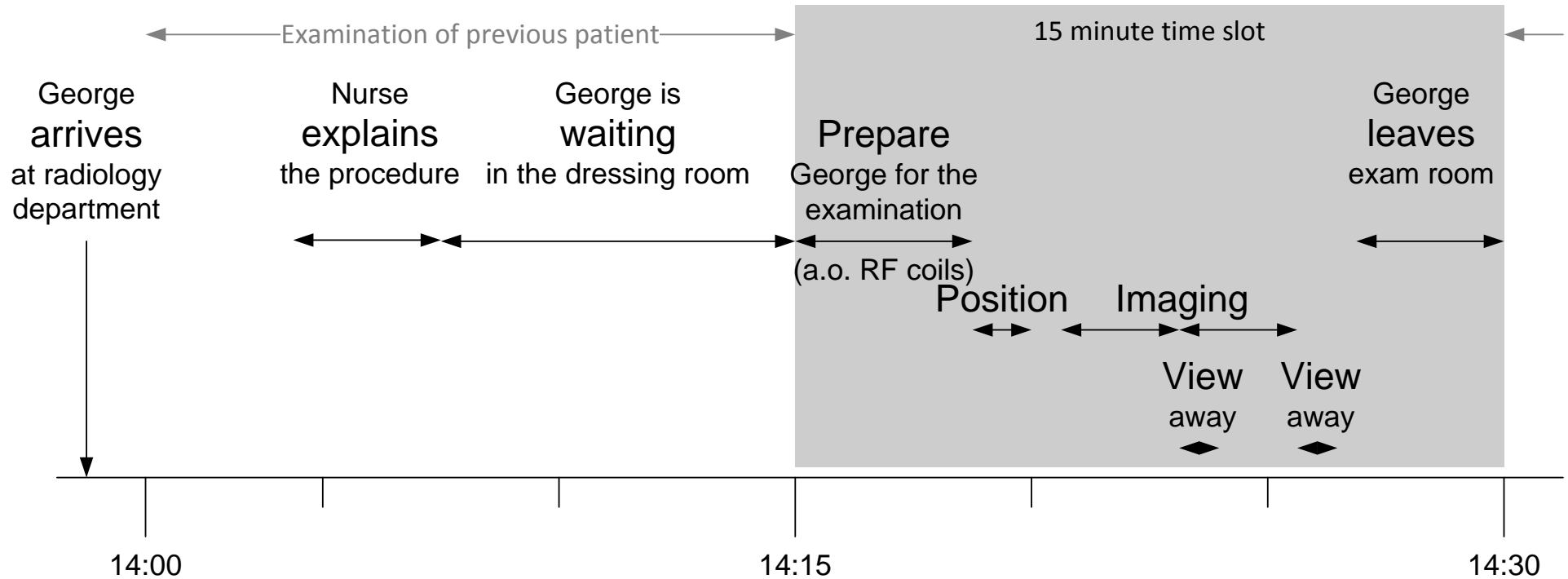
weeks view: from Complaint to Diagnosis



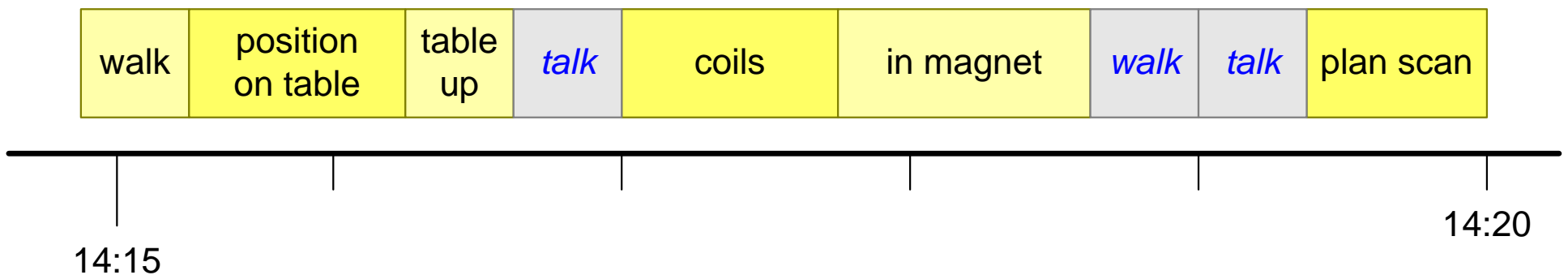
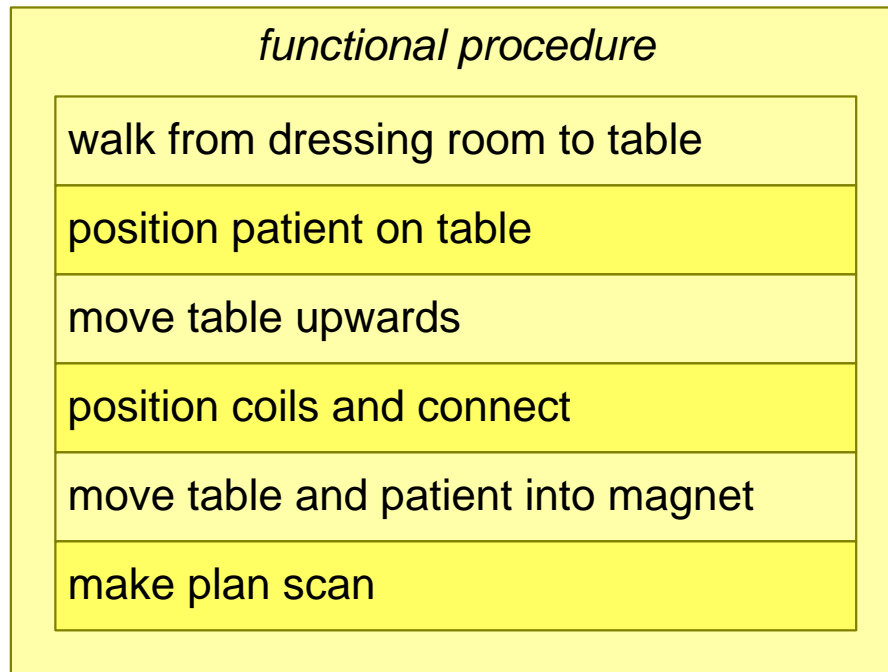
Room Layout



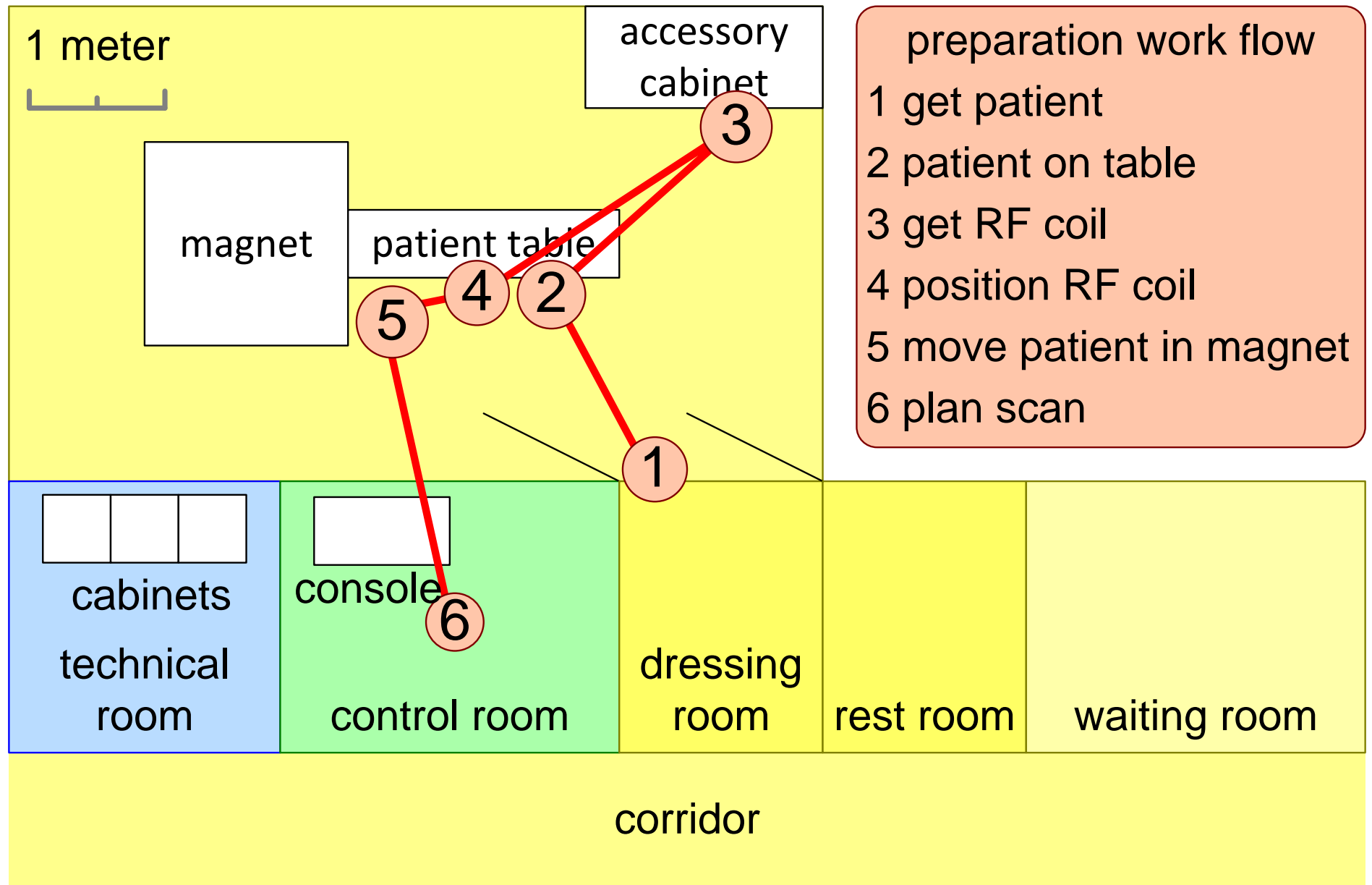
half hour view: Examination



5 minute view: Patient Preparation (1 operator)

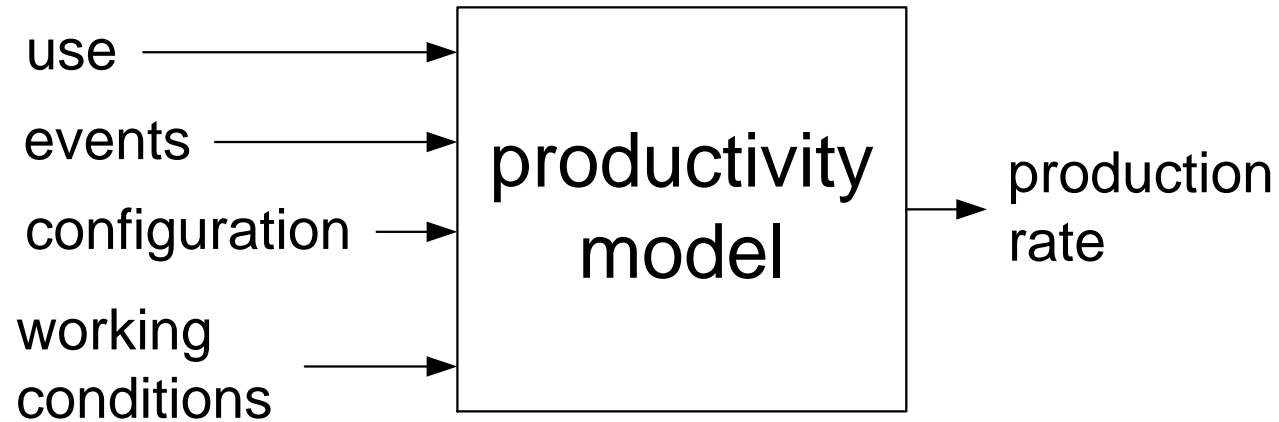


Patient Preparation Work Flow

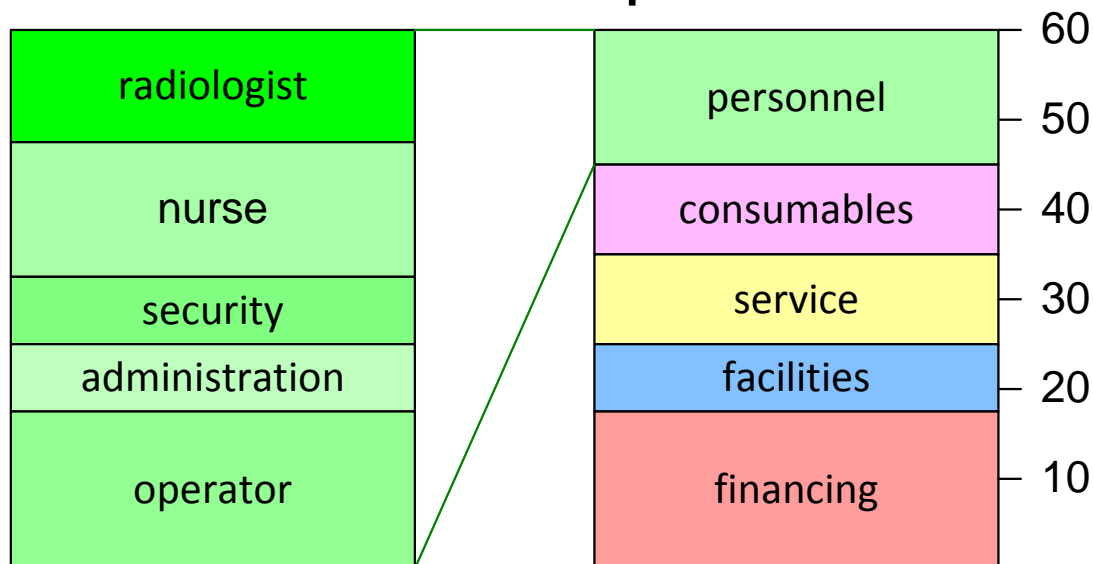


Productivity and Cost models

typical



Cost Of Ownership model



The financial context of the radiology department

